

COUNCIL
AGENDA

JUL 31, 1974

THE CORPORATION OF THE CITY OF MISSISSAUGA

A G E N D A
C O U N C I L

Wednesday,
July 31, 1974.
(Following General
Committee)

ITEMS TO BE CONSIDERED

1. Report of Information Officer S. Bitten dated July 23rd, 1974, on Promotional and Recognition Programmes.
2. Report by City Engineer on additional Road Maintenance expenditures.
3. Report of Planning and Development Committee of July 3rd, 1974, except Items 5(ii), 6(i), 6(ii) and 7(ii), which have already been dealt with by Council.
4. By-law re Closing of Gordon Drive
5. Bicycle Day.

MOTIONS

BY-LAWS

City of Mississauga

MEMORANDUM

..... Mayor and Members of
..... General Committee
.....
..... From Stephen Bitten
..... Dept. Information Officer

July 23rd, 1974.

Ladies and Gentlemen:

At the request of the Administration and Finance Committee which met on Tuesday, July 23rd, 1974, the Information Office has organized into this one report all of the current promotional, recognition and giveaway programmes now under consideration by various committees and where possible, provided recommendations for Council's consideration.

There are now four areas under consideration:

- 1/ The promotion programme out of the Clerks Department (Information Section) budget (\$3000)
- 2/ Recognition materials for Mississauga residents who have served on committees, contributed to the community and V.I.P.'s who visit City Hall.
- 3/ Promotional materials bearing the City of Mississauga crest. These materials such as mugs, T-shirts, pennants, would be produced and made available to the public by a company which would be given exclusive rights to produce and distribute such materials.
- 4/ Giveaway materials for deserving and recognized sports groups and other organizations travelling outside of the city or hosting an occurrence within the city.

Area 1

With reference to area number one please see the information contained on the following page and then please consider the following recommendation.

Recommendation

Out of the \$3000 allocated in the Information Office budget, \$1700 be expended towards the purchase of 5000 records and covers and that 1500 of these records be used for promoting the city and that 3500 of these records be given away at the "Birth of a City" celebrations.

The remaining \$1300 to be used to purchase various promotional materials to be given away by members of council and department heads when they travel to conventions across Canada and the United States.



July 18th, 1974.

MAYOR AND MEMBERS OF GENERAL COMMITTEE

Ladies and Gentlemen:

Re: 'Mississauga Song' - Tommy Hunter

On March 25th, 1974, City Council passed the following resolution:

"That the City underwrite the cost of up to \$1500 for the producing of a City of Mississauga Song by Tommy Hunter and that citizens donations be solicited."

In keeping with that resolution the Information Office through R.C.A. Victor Records has produced a 45 R.P.M. recording of the 'Mississauga Song'.

The \$1500 budget set aside for producing the song has now been expended and we have reached the point where it must be decided what quantity of records we wish to purchase, how to package them and how to distribute them.

A/ The 45 R.P.M. Record Disc

The record discs purchased in sufficient quantities with a custom label cost approximately 15¢ each.

If the city was to purchase 5000 records the expense incurred would be approximately \$750.

B/ Packaging of the Disc

To obtain maximum public relations mileage, it is felt that the city could consider purchasing 5,000 record jackets similar to the record jacket provided with this report.

Cost of purchasing 5,000 record jackets with a four colour face side would be approximately \$950.

cont'd.....

- 2 -

C/ Distribution of the Disc

If 5,000 copies of the recording were purchased they could be distributed in the following manner:

1. Provided to:
 - all schools, libraries and organized groups in Mississauga
 - members of Council and senior staff for distribution at out of town conventions etc.
 - visitors to City Hall
 - radio station disc jockeys, commentators in the Mississauga-Toronto area
 - television talk show hosts
 - newspaper columnists etc.
2. A large quantity, say 3,500 records could be distributed at the 'Birth of a City' Celebrations set for September 7th, 1974.

These records could be:

- a) given away
- b) sold to recuperate costs (35¢ each)
- c) sold to recuperate costs and obtain a profit.

Comments

The City has acquired a song about Mississauga, sung with no charge to the municipality by a local, nationally known Canadian entertainer

Packaged properly and promoted in the right manner, the record could be of great use in building community spirit while also bringing Mississauga to the attention of persons living outside our boundaries

Taking into consideration the above and that R.C.A. Victor may use the 'Mississauga Song' on Side 2 of an upcoming record release, the \$1500 spent by the City on producing this song may turn out to be one of the best promotional investments this community has made to date or will make in the future.

Area 2

With reference to area number two Mayor Dobkin in the month of April asked the Information Office to investigate a recognition programme for persons serving on committees etc. As a result of that request a letter dated May 27th, 1974, was addressed to General Committee for consideration.

The following recommendation, moved by Dr. Dobkin, was carried by the committee:

"That a Recognition and Promotional Give-away Programme be established and further; that the following methods of recognition be used in this programme:

- (1) Certificate - given to all citizen members on Committees etc. for the recognition of the work they have done throughout the year.
- (2) Scroll - given to any person who has contributed to the betterment of the community through his time, effort and services.
- (3) Special Guest & Visitor Memento - given to various dignitaries visiting this municipality."

Recommendation from the Information Office

That Council allocate \$500 to the Information Office so as to meet expenses that will be incurred in carrying out the above recommendation.

Area 3

With reference to area three dealing with promotional materials bearing the City of Mississauga Crest the following motion moved by Councillor F. McKechnie was carried at the Administration and Finance Committee meeting dated July 9th, 1974:

'That the Information Officer be directed to contact a minimum of two companies to make available promotional materials eg. T-shirts, pennants and mugs, and report back on a feasible programme for distribution of these articles.'

Comments from the Information Office

Two companies have been contacted on this matter and they are now in the process of preparing proposals for Council's consideration.

Area 4

With reference to area number 4 dealing with give away materials for sports teams etc. the city, in the past, has provided crests, flags etc. to organizations.

The Information Office had allocated within its budget for 1974 \$2000 to purchase give away materials but the production of the Mississauga Song by the city has brought about the reallocation of these funds to produce a recommended quantity of 5000 records with hard covers.

The City can consider the following items as give away materials:

- a/ Table flags - 65¢ each
- b/ Crests - 65¢ each
- c/ 'Mississauga Song' records without hard covers
... but with a plain paper cover 15¢ each
- d/ 'Mississauga Song' records with a hard cover
35¢ each
- e/ Two colour paper flags with stick - 30¢ each
- f/ other items - costs to be determined.

The Information Office proposes that Council consider allocating funds to purchase:

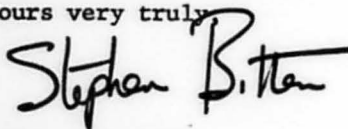
3000 table flags at 65¢ each = \$1950

or

3000 'Mississauga Song' records with
hard covers at 35¢ each = \$1050.

It is hoped that the preceeding information has sufficiently clarified the promotion - recognition programmes put forward to Council for consideration.

Yours very truly,

A handwritten signature in dark ink, reading "Stephen Bitten". The signature is written in a cursive style with a large, prominent initial 'S'.

Stephen Bitten,
Information Officer.

PN-74-008 - Surface Treatment.

	<u>Footage.</u>	<u>R.S.1</u>	<u>Chips.</u>
District 1.	- 10,540'	6992	279.83
District 2.	- 32,395'	42,759	1717.51
District 3	- 2,085'	1390	55.60
District 4	- 11,520'	13,583	549.02
District 5	- 6,015'	8040	320.80
Total	- 62,555'	72,764	2922.76.
	11.85 mi.		
Extra Mileage	- 6.96		
	18.81 mi.		

PN-74-008 - Spray Patching.

R.S.-1. - 26,500 gals.

Chips. - ~~1500~~ 1300 TONS.

PN-74-008 - Road Oiling.

Primer - 150,000 gals. (50,000 USED TO DATE)

Sand. - 8,500 TONS.

PN-74-008 - Surface Treatment

District L

	<u>Footage</u>	<u>R.S.1</u>	<u>1/8 Chips</u>
Cherriebell Rd.	540'	380	14.40
DeTa Rd.	1040'	694	27.74
Orchard Hill Rd.	1045'	706	28.12
Orchard Rd.	1050'	714	28.67
Myron Dr.	1100'	734	29.34
Sylva Rd.	420'	280	11.20
Strathy Ave.	975'	650	26.00
Balment Ave.	425'	284	11.34
Serson Ave.	425'	284	11.34
Sawyer Ave.	425'	284	11.34
Casson Ave.	410'	260	10.94
Ella Ave.	410'	260	10.94
Gorrard Ave.	475'	289	11.56
Pelham Ave.	1325'	884	35.34
Woles Ave	475'	289	11.56
	<u>10,540'</u>	<u>6992</u>	<u>279.85</u>

PN-74-008 - Surface Treatment.

District. 2.

	<u>Footage</u>	<u>R.S.1</u>	<u>$\frac{3}{4}$ Chips.</u>
Wedmore Way.† -	950'	1268	50.68
Wembury Rd.† -	1375'	1834	72.67
Winslow Rd.† -	1055'	1406	56.26
Camelford Rd.† -	1550'	2066	82.66
Randor Dr.† -	1115'	1238	59.46
Morrow Rd.† -	1355'	1806	72.26
Elite Rd.† -	1755'	2340	93.60
Bramsey Dr.† -	1850'	2466	98.66
Porcupine Ave.† -	1320'	1760	70.40
Contour Dr.† -	1505'	2006	80.26
Owenwood Dr.† -	630'	840	33.60
Atoka Dr.† -	1025'	1366	54.66
Indian Grove† -	2980'	3972	158.92
Queen Victoria† -	2760'	3680	147.20
Clarkson Rd. N.† -	4250'	5666	226.66
Sayers Rd.† -	700	932	37.32
Birchwood Dr.† -	1000'	1332	53.32
Aldo Dr. N.† -	1415'	1886	75.46
Stonehouse Cres.† -	1440'	1985	76.92
Hindhead Rd. -	3075'	2050	82.14
Hartland Dr. -	1290'	860	34.40
	<u>32,395'</u>	<u>42,759</u>	<u>1717.51</u>

Note.

• Denotes Double Application.

x r r SEWER REINSTATEMENT

P.N. 74-008 - Surface Treatment.

District. 3.

	<u>Footage</u>	<u>R.S.1</u>	<u>$\frac{3}{4}$ Chips.</u>
Caterpillar Rd. -	<u>1395</u>	<u>930</u>	<u>37.20</u>
Insley Rd. . -	<u>690</u>	<u>460</u>	<u>18.40</u>
	<u>2085</u>	<u>1390</u>	<u>55.60.</u>

GLENGARRY

& STILLMEADON (SECTION SOUTH OF PAISLEY)

PN-74-008 - Surface Treatment.

District 4.

	<u>Footage</u>	<u>R.S.1</u>	<u>$\frac{3}{8}$ Chips</u>
*Pineneedle Row L-	1225'	1634	63.34
*Sir Richards Rd X-	335'	448	17.88
*Jarvis St. X-	1170'	1560	62.40
*Thompson St. X-	425'	568	22.68
*Adams St. X-	1615'	2154	86.14
*Robinson St. X-	1085'	1448	57.88
*Proudfoot St. X-	510'	680	27.20
*Mindemoya Rd X-	485'	648	25.88
*Nanticoke Rd X-	490'	654	26.14
*Dickson Rd. X-	1425'	1950	76.00
Novor Rd. -	440'	295	11.74
Cook St. -	765'	510	20.40
Agnes St. -	1050'	700	28.00
Cyrus St. -	500'	334	13.34.
	<u>11,520'</u>	<u>13,583</u>	<u>549.02.</u>

Note.

- * Denotes Double Application.
- X " " SEWER REINSTATEMENT

PN-74-008. - Surface Treatment.

District 5.

	<u>Footage</u>	<u>R.S.1</u>	<u>$\frac{3}{8}$ Chips.</u>
• <u>LANCASTER & EURE.</u>			
Goreway Dr. -	3000'	4000	160.
Derry Rd. E. -	3015'	4040	160.80
	6015'	8040	320.80

Note

• Denotes Double Application.

**Minutes for the meeting of the City of Mississauga
Planning and Development Committee held in the Council
Chambers, Municipal Offices, Mississauga, Ontario,
Wednesday, July 3, 1974 at 7:00 p.m.**

Those present: D. J. Culham, Chairman
H. McCallion, Vice-Chairman
M. L. Dobkin
G. Corney
M. E. Gregory
P. Janeck
B. Johnston
V. L. Mattiussi
F. J. McKechnie
W. C. Newbound
R. A. Searle
D. N. Shaw
M. H. Spence
H. G. Wolf
G. K. Yetman

Those absent: S. Campbell
G. C. Jack
J. W. Wouters

Staff present: R. G. B. Edmunds
J. Dorrell
A. B. Adamson
J. D. Lethbridge
W. D. Waite
T. Magi
E. Luckett

Items: Minutes for the Meeting of June 19, 1974
Agenda - Additional Items
Notices of Motion
02/78/73 Mark Obar and Aron Wittman
02/29/74 Don Mills Developments Limited
Ministry of Housing
Mr. R. K. Webb
Mr. D. R. Cole
T-24839 Don Mills Developments Limited
CDM-365 Dunjon Property Limited
By-law 8721-1 Lot 368 and Part of Lot 369,
Registered Plan S15
By-law 10,656-4 Lot 90, Registered Plan M-28

ITEM 1

MINUTES FOR THE MEETING OF JUNE 19, 1974

It was resolved that the minutes for the meeting of June 19, 1974 be and hereby are approved.

Mover: Mr. Searle

ITEM 2

AGENDA - ADDITIONAL ITEMS

On a motion by Mr. Searle the agenda as presented was adopted.

ITEM 3

NOTICES OF MOTION

The Chairman advised of three notices of motion for inclusion on the July 10, 1974 Planning and Development Committee agenda, viz:

1. Motion by Mr. Janeck proposing legislation for occupancy controls in apartments;
2. Motion by Mr. Culham proposing a time limit on zoning for multiple dwellings;
3. Motion by Mr. Culham concerning libraries in plazas.

ITEM 4

PUBLIC MEETINGS

(i)

02/78/73 Mark Obar and Aron Wittman

Lots 145-148, Registered Plan C-23, Zone M1

Location: On the north side of Third Street, opposite West Avenue.

Size of property: 1.38 acres with a frontage of 264 feet and an average depth of 229 feet.

Proposal: To amend the Zoning By-law from M1 to RMS to permit the development of lands for townhouses.

Mr. J. rygala, architect, and Mr. J. Rogers, representing the applicant; and approximately fifteen property owners from the area attended the meeting.

ITEM 4

PUBLIC MEETINGS

(i)

OZ/78/73 Mark Obar and Aron Wittman (cont'd)

Recommendation: That further consideration of this application be deferred pending a report from the Commissioner of Recreation and Parks on the desirability of acquiring the subject site for park purposes.

Mover: Mr. McKechnie

Mr. Yetman, Mr. Corney, Mrs. McCallion and Mr. Shaw arrived at 7:12 p.m., 7:15 p.m., 7:18 p.m. and 7:30 p.m., respectively, during discussion of the above item.

(ii)

OZ/29/74 Don Mills Developments Limited
Block R, Registered Plan 915, Zone AC-Section 291

Location: At the north-west corner of Dundas Street West and Glen Erin Drive.

Size of Property: One acre with frontages on Dundas Street West and Glen Erin Drive of approximately 204 feet and 198 feet, respectively.

Proposal: To amend the Zoning By-law from AC-Section 291 to AC3-Section 290 to permit the expansion of the approved automobile commercial uses to the north.

Mr. R. Nahodyl, representing the applicant, was present. No property owners from the area attended the meeting.

Recommendation: That the staff report recommending approval subject to, among other things, the preparation of a satisfactory site development plan be adopted.

Mover: Mr. McKechnie

Amendment to Recommendation: That the application be approved subject to deleting a bank and restaurant as permitted uses.

Mover: Dr. Dobkin

Amendment Lost.

Motion Carried.

ITEM 5

(i)

DEPUTATIONS

Ministry of Housing

Mr. G. M. Farrow, Executive Director, and Miss J. Darrell, Senior Planner, Official Plans Branch, Plans Administration Division, Ministry of Housing, attended the meeting in response to the Committee's May 15, 1974 recommendation concerning an application to amend the Parkway Belt Land Use Regulation, viz: "...that representatives of the appropriate Provincial Department appear before the Planning and Development Committee to recommend the manner in which they would like these applications to be dealt with."

Mr. Farrow outlined the Province's position with respect to the Parkway Belt Planning Area and replied to questions from Committee members.

(ii)

Mr. R. K. Webb

Mr. R. K. Webb, solicitor representing Albion Leasing, attended the meeting and requested approval of the application under File SP 163(25). This would amend the Parkway Belt Restricted Area Zoning Order under Section 32 of The Planning Act to permit, after rezoning, industrial development of 11.875 acres of land on the east side of Winston Churchill Boulevard, south of Royal Windsor Drive. It was explained that this application was previously considered under File SP 163(20) Donald E. Leaver, on May 15, 1974, at which time it was deferred until the Province's Parkway Belt proposals are finally resolved. Mr. J. M. Beatty, solicitor representing Donald E. Leaver, also attended the meeting and supported Mr. Webb's request for release of the subject lands from the Parkway Belt Zoning Order.

Motion: That the Committee confirm its previous decision to defer the application until such time as the Province's Parkway Belt proposals are finally resolved.

Mover: Mrs. Spence

ITEM 5

(ii)

DEPUTATIONS

Mr. R. K. Webb (cont'd)

A recorded vote was requested:

<u>For the Motion</u>	<u>Against the Motion</u>
Dr. Dobkin	Mr. Culham
Mr. Janeck	Mrs. McCallion
Mr. McKechnie	Mr. Corney
Mrs. Spence	Mr. Gregory
Mr. Wolf	Mr. Johnston
	Mr. Mattiussi
	Mr. Newbound
	Mr. Searle
	Mr. Shaw
	Mr. Yetman

Motion Lost.

Recommendation: That the application by Albion Leasing under File SP 163(25) be recommended to the Ministry of Housing for release from the Parkway Belt Restricted Area Zoning Order.

Mover: Mr. Searle

A recorded vote was requested:

<u>For the Motion</u>	<u>Against the Motion</u>
Mr. Culham	Dr. Dobkin
Mrs. McCallion	Mr. Janeck
Mr. Corney	Mr. McKechnie
Mr. Gregory	Mrs. Spence
Mr. Johnston	Mr. Wolf
Mr. Mattiussi	
Mr. Newbound	
Mr. Searle	
Mr. Shaw	
Mr. Yetman	

Motion Carried.

(iii)

Mr. D. R. Cole

Mr. D. R. Cole, representing Cole, Loepky and Associates Inc., attended the meeting in response to the Committee's June 12, 1974 request, and explained and displayed plans to develop a marina on Lake Ontario at the mouth of the Credit River. Approximately ten property owners from the Port Credit area also attended the meeting.

ITEM 6

SUBDIVISION AND CONDOMINIUM APPLICATIONS

(i)

T-24839 Don Mills Developments Limited
Part of Lots 31-33, Range 3, M.D.S., Zone RR
Location: South of new Burnhamthorpe Road,
west of Erin Mills Parkway.

The Consolidated Report and the proposed conditions of draft approval were presented to the Committee for consideration.

Messrs. Ellison, Nahodyl and Bousfield, representing the applicant, attended the meeting.

Recommendation: That the conditions of approval for proposed plan of subdivision T-24839 Don Mills Developments Limited be approved.

Mover: Mrs. McCallion

(ii)

CDM-365 Dunjon Property Limited
Part of Block B, Registered Plan M-1
Location: On the east side of Kirwin Avenue,
south of the Canadian Pacific
Railway.

Recommendation: That proposed condominium CDM-365 Dunjon Property Limited be recommended for approval to the Ministry of Housing.

Mover: Mrs. McCallion

ITEM 7

SITE PLANS

(i)

By-law 8721-1 Lot 368 and Part of Lot 369,
Registered Plan 915

Recommendation: That consideration of this item be deferred until the next Planning and Development Committee meeting.

Mover: Mrs. McCallion

ITEM 7

SITE PLANS

(ii)

By-law 10,656-4 Lot 90, Registered Plan M-28

The above-noted by-law rezoned lands at the north-west corner of Aquitaine Avenue and Formentera Avenue to RM7D4-Section 396, which requires site development plan, architectural floor plan and landscaping plan approvals prior to the issuance of a building permit. It was explained that the site plan had previously been deferred until clarification had been obtained with respect to school capacity in the area.

A site plan and the population characteristics of the proposed development were explained to the Committee.

Mr. Janeck declared a possible conflict of interest and abstained from discussion and voting on this item.

Mr. J. D. Service, solicitor, and Mr. D. Boecker, architect, representing the ADIR Group, attended the meeting.

Recommendation: That the site plan as presented be approved.

Mover: Mr. Gregory

On a motion by Mrs. McCallion it was decided to defer consideration of the remaining items on the agenda to a special meeting of the Planning and Development Committee to be held on Wednesday, July 10, 1974.

It was also agreed to cancel the July 17, 1974 Planning and Development Committee meeting and reschedule it for Wednesday, July 24, 1974. This allows members to attend the Canadian Institute of Planners' conference.

The meeting was adjourned at 11:00 p.m. on a motion by Mr. Gregory.